

WHAT IS CLAIMED IS:

1. A personal cleansing wipe article having superior softness, feel and cleansing properties, which wipe article comprises:

A. a single layer, nonwoven substrate formed from hydroentangled fibers, said substrate having on a substantial portion of a base surface thereof a three-dimensional pattern, which pattern comprises a plurality of discrete, raised fibrous regions, wherein the raised fibrous regions have a density which is substantially the same as the density of the base surface, and wherein said raised fibrous regions are joined to said base surface by a fibrous transition region.; and

B an aqueous liquid cleansing composition comprising an effective amount of a cleansing surfactant, said aqueous liquid cleansing composition being coated onto or impregnated into said substrate to the extent of from about 100% to about 400% by weight of the substrate.

2. A personal cleansing wipe article according to Claim 1 wherein said raised fibrous regions have a basis weight which is substantially the same as the basis weight of the base surface.

3. A personal cleansing wipe article according to Claim 1 wherein the basis weight of the raised fibrous regions and is greater than the basis weight of the base surface.

4. A personal cleansing wipe article according to Claim 1 wherein the basis weight of some of the raised fibrous regions is substantially the same as the basis weight of the base surface and wherein the basis weight of the remainder of the raised fibrous regions is greater than the basis weight of the base surface.

5. A personal cleansing wipe article according to Claim 1 which has an average basis weight ranging from about 40 to about 900 grams per square meter and a caliper ranging from about 0.3 to about 1.05 millimeters.

6. A personal cleansing wipe article according to Claim 1 wherein the aqueous cleansing composition comprises:

- a. from about 0.5% to about 12.5% of a surfactant; and
- b. from about 0.5% to about 5% of a lipophilic skin moisturizing agent.

7. A personal cleansing wipe article according to Claim 6 which additionally comprises from about 1% to about 60% of a drying agent.

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8. A personal cleansing wipe article according to Claim 7 wherein the drying agent comprises isoparaffin.

9. A personal cleansing wipe article according to Claim 1 wherein the aqueous cleansing composition comprises:

- a. from about 0.5% to about 12.5% of a surfactant;
 - b. from about 0.1% to about 10% of an acid; and
 - c. from about 0.5% to about 5% of a lipophilic skin moisturizing agent;
- and wherein said aqueous cleansing composition has a pH ranging from about 3 to about

6.

10. A personal cleansing wipe article according to Claim 9 which additionally comprises from about 0.001 to about 5% of an antimicrobial active.

11. A personal cleansing wipe article having superior softness, feel and cleansing properties, which wipe article comprises:

A. a single layer, nonembossed, nonwoven substrate formed from hydroentangled fibers, said substrate having on a substantial portion of a base surface thereof a three-dimensional pattern, which pattern comprises a plurality of discrete, raised fibrous regions, wherein said raised fibrous regions are joined to said base surface by a fibrous transition region.; and

B an aqueous liquid cleansing composition comprising an effective amount of a cleansing surfactant, said aqueous liquid cleansing composition being coated onto or impregnated into said substrate to the extent of from about 100% to about 400% by weight of the substrate.

12. A personal cleansing wipe article having superior softness, feel and cleansing properties, which wipe article comprises:

A. a single layer, nonwoven substrate formed from hydroentangled fibers, said substrate having on a substantial portion of a base surface thereof a three-dimensional pattern, which pattern comprises a plurality of discrete, raised fibrous regions, wherein said raised fibrous regions are joined to said base surface by a fibrous transition region.; and

B an aqueous liquid cleansing composition comprising an effective amount of a cleansing surfactant, said aqueous liquid cleansing composition being coated onto or impregnated into said substrate to the extent of from about 100% to about 400% by weight of the substrate;

wherein said three-dimensional pattern is formed as the fibers are being entangled.

13. A process for preparing a personal cleansing wipe article having superior softness, feel and cleansing properties, which process comprises:

A. placing a web of fibers on a foraminous forming plate or topographical support member comprising an essentially planar background surface with at least one recessed region significantly displaced from the background surface of the forming plate;

B. applying fluid force to the upper surface of the fibrous web such that the fibers become entangled and a patterned substrate is formed;

C. transporting the fluid away from the patterned substrate; and

D. coating or impregnating the patterned substrate with an aqueous cleansing composition comprising an effective amount of a cleansing surfactant to the extent of from about 100% to about 400% by weight of the substrate.

14. A personal cleansing wipe article having reduced stickiness impression, which wipe article comprises:

A. a nonwoven substrate; and

B. an aqueous liquid cleansing composition comprising:

1. from about 0.5% to about 12.5% by weight of a cleansing surfactant;

2. from about 0.1% to about 30% of a lipophilic skin moisturizing agent; and

3. from about 1 to about 60% of a drying agent which comprises isoparaffin;

wherein said aqueous liquid cleansing composition is coated onto or impregnated into said substrate to the extent of from about 100% to about 400% by weight of the substrate.

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